

News About Placer County Businesses

These news briefs are prepared by the Placer County
Office of Economic Development.

Monthly Economic Development *In Progress*Email Newsletter Archive 2003

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Seminar to Outline Opportunities for High-Tech Companies

A half-day seminar on January 23, 7:30 a.m. to 3 p.m., will cover how high-tech companies can tap into the new multi-billion dollar Homeland Security Department budget. Presented by the American Electronics Association (AeA) Sacramento Council and the Federal Technology Center (FTC), the seminar will include speakers expert in how to navigate the world of federal procurement. Anton Reut, Sr. Vice President of FSI, Inc., will discuss the size and scope of the new opportunities created by Homeland Security, as well as how its budgets are being allocated and what projects are taking top priority. AeA's Jill Beasley, vice president of information technology, will outline the new AeA Federal Procurement initiative designed to help state and federal procurement officers discover and purchase new emerging technologies. The seminar will be held at Unify Corporate Headquarters, next to Arco Arena, in Sacramento. Pre-registration is required. To register, contact Clare Emerson at (916) 443-9139 or e-mail or visit AeA.

PrePlastics Awarded New long-term Contract

PrePlastics Inc., a custom-plastic-products maker based in Auburn, has been awarded a long-term contract with Meadow Burke Products, Inc., a national manufacturer of concrete construction products. The contract is for a minimum of five years for an as yet undisclosed product. PrePlastics first started molding parts from recycled plastics in 1988. The company's first product was a molded rack for snow skis manufactured from reground water jugs. Subsequent products molded of reprocessed plastics included spools for polishing tape for hard disc drives, adaptor kits for auto stereos and non-reflective road markers. PrePlastic's latest innovative products include housings for an electronic, laptop Bingo device, portable charging units for electric cars, and dowel caps used to connect roadways. Last year the company used about 180 tons of reprocessed materials in its new products. For more, visit <u>PrePlastics</u>.

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Patents in Commerce Launches Inventors' Training Program

Patents in Commerce (PIC), a private/public partnership has launched a first-of-its-kind training program for inventors, innovators, entrepreneurs and small businesses in how to protect and launch their ideas. The program guides participants through all aspects of the invention process -- from creating an idea through successful commercialization of product. Filmed once a month for 10 months before a live audience of inventors, the training sessions are distributed to participants on DVD or VHS. Trainers are leaders in invention and small business industry. The PIC training program will begin filming in February and will be available to distance training participants in March. For more, contact Patents in Commerce or visit Patents in Commerce.

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New Wireless Startup Comes to Roseville

With about \$112,000 in investments from friends and family, Craig Fine last May started FastKat Wireless, a wireless broadband service that beams an Internet connection to homes and businesses. Fine started the company because the Diamond Creek community, where he had bought a new home, was not wired for high-speed Internet access. Now, from antennas near the tip of a 300-foot-high tower owned by SureWest Communications in Roseville, FastKat can send Internet data at up to 1.5 megabits per second to customers within an 18-mile radius, though the company is concentrating on customers within five miles of the tower. That five-mile radius includes the Diamond Creek development, Lincoln, parts of Loomis, and the area south to Cirby Way. Since its launch, FastKat has signed on about 50 customers, about half of what the company needs to break even, Fine said. Customers are telecommuters and others who need a fast Internet connection. The company plans to expand in the Lincoln area, Fine noted. For more, visit FastKat Wireless, Inc. or visit the Sacramento Bee.

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World Trade Center Promotes Market for Dried Fruit

The Northern California World Trade Center (NCWTC) is meeting with dried fruit producers from throughout California to discuss processing options that will allow for the successful marketing of dried fruits as a snack food into Mexico and Latin America. To create such a market, the NCWTC, principal contractor for California's Dried Fruit Association, is working under the auspices of a U.S. Department of Agriculture Value Added Development Grant. Several prune processors have already developed a snack product now in demand in Mexico. The NCWTC is investigating the opportunity to extend that demand to other dried fruits -- apricots, peaches, cherries and pears. The project is open to all dried fruit producers in the state. Interested companies may contact Brooks Ohlson at (916) 447-9826 or e-mail or visit the Northern California World Trade Center.

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Bulgarian Ambassador Attends Lincoln Restoration Celebration

Dignitaries from Portugal, Japan and Bulgaria attended a December celebration in Lincoln marking the renovation of the Fruitvale School Hall, a community center since 1972. Elena Poptodorova, Bulgaria's Ambassador to the U.S., traveled from Washington,

D.C. to attend the event, which honored the Fruitvale School's founding families. Financed with a grant from Placer County, the restoration was done by volunteers, including Bulgarian farmers participating in a farmer-to-farmer exchange program. A valued community resource, the hall is the site of a Living History children's program started in January. An educational garden is being developed on the grounds and, starting in June, the Summer Sunday's program at the hall will feature music programs for families. The hall is also available to rent for family and group events. For more about the Fruitvale School Hall, call (916) 645-3517 or contact Lyndell Grey.

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Nicholson Blown Glass Stresses Creativity, Innovation

In Auburn since 1982, Rick and Janet Nicholson, owners of Nicholson Blown Glass, pride themselves on the high quality of their work. Each piece they produce, their Web site notes, is a free-hand expression of the excitement and risk-taking found only in an experimental glassblowing studio. Their work involves sculptural lighting and elegant, asymmetrical platter, bowl and vessel forms. Many works have been commissioned for hotels and private residences internationally. In the past few years the Nicholsons' work has been shown in dozens of exhibits around the country. The Nicholsons were featured artists in 1999 at the Collector's Gallery in the Oakland Museum. Rick's current studies in metals have allowed their work to expand into large-scale sculpture. The marriage of glass, metal and light has presented "exciting new challenges for future projects." For more, visit Nicholson Blown Glass.

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E-Commerce Classes Offered to Small Business Owners

"Doing Business on the Net," a series of classes for small business owners is being offered by the Sierra College Small Business Development Center and the Business Advantage Network. The class will provide 40 hours of training over 12 weeks. Topics will include marketing on the Internet, e-commerce options and Web site development. Costs of this training may be covered by the State Employment Training Panel (ETP) funding to eligible businesses. Business owners are invited to contact Marcy Schmidt or call (530) 889-4061 to see if their businesses qualify for the series. The dates, times and location of the classes are to be announced.

County Publishes New Redevelopment Agency Brochures

"Helping Placer County Put Its Best Face Forward," two new redevelopment agency brochures outline the latest information on how businesses and property owners can receive help to beautify and revitalize property designated for redevelopment. Redevelopment areas include the Bowman/I-80, Kings Beach/Tahoe Vista, North Auburn/Hwy 49, Sunset Industrial and Tahoe City business areas. The new, easy to read brochures detail all aspects of financing assistance available through Placer County's Business Improvement Program (BIP): criteria and benefits; loan parameters; amounts, terms, and fees; collateral requirements; leveraging; and terms of forgiveness. Redevelopment Agency brochures are available at the county's Office of Economic Development, 175 Fulweiler Avenue, in Auburn. For more information, contact Ron Yglesias or call (530) 886-4670.

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Oracle's Trade Show Focuses on Business Applications for 2003

A five-day tech fest in November at San Francisco's Moscone Center, Oracle Corp.'s annual trade show, served as a platform for announcement of the company's plans and direction for 2003. Business applications were pushed particularly hard at this year's OracleWorld, said Jacob Christfort, chief technology officer of the mobile product and services division, who noted that mobile products are becoming more and more important for people. Other major topics at the show were Web services and mobile standards. Oracle was the world's top database vendor in 2001, commanding 35.9% of the market. Oracle employs about 650 people in Rocklin, where the company's operation includes corporate accounting and finance departments, a help desk, revenue management, and sales and consulting departments. For more, visit Oracle Corp.

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Tourist Services Information Available Online

An all-inclusive listing of agencies that provide services to tourists is a click away online. The list is provided by the Placer County Visitors Information Center (PCVC) and Tourist Information Center, in Auburn. It includes names, phone numbers and links (if available) to all the county's chambers of commerce; state and federal offices that provide tourist services; other visitors' bureaus; and other important departments, such as CalTrans. The site notes the extensive merchandise available at the PCVC -- including maps, brochures and guide books; event calendars; Snow-Park passes and fishing licenses; photos, slides and CDs. Visitors are welcome to call or email for a free visitors' information pack. For more, visit the Placer County <u>Visitors Information Center</u> or <u>e-mail</u> or call toll free 1-866-PLACER1.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Ace Hardware Locates Newest Facility in Rocklin

After searching for a new location throughout the Sacramento region and beyond, Ace Hardware Corporation has decided to place its newest retail support center in Rocklin, near the site of its current facility. The center, to be at the former AT&T building at 3301 Industrial Avenue, will become Ace's second-largest retail support center in the US. --627,000 square feet on 82 acres. It is expected to open in 2004; the same year Ace's lease for its current Rocklin warehouse expires. The new operation will employ 350 people. The nearness to the former location will allow Ace to retain its current employee base of 250 people. For more, visit the Sacramento Area Commerce and Trade Organization or visit Ace Hardware.

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Tahoe Restaurant Remodeled in "Green"

Wild Goose restaurant (formerly Sunsets), Tahoe Mountain Resorts' newest renovation project, has been completely remodeled using green -- that is, environmentally sound -- construction practices. The restaurant's green features include insulation made from recycled denim blue jeans; certified sustainably-harvested lumber; reclaimed-wood paneling; bathroom and kitchen tiles made from recycled glass and ceramic; water-conserving fixtures and sensors; and natural wool fabrics. Many other "smart" practices went into the creation of the new restaurant, all of which work to reduce its environmental "footprint." The remodel project is registered with the U.S. Green Building Council under its LEED (Leadership in Energy and Environmental Design) program. Tahoe Mountain Resorts (TMR) and its parent company, East West Partners, aim at Tahoe is "to protect what we're here to enjoy." For more about the U.S. Green Building Council Web site.

Visit the Tahoe Mountain Resorts Web site or East West Partners. For more about Wild Goose restaurant, contact Aaron Revere, Director of Environmental Initiatives, East West Partners.

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Softmatrix, Inc., Listed 3rd Fastest Growing Software Consultant

Softmatrix, Inc., a Roseville company that does contract software counseling for high-tech companies, was listed third on Sacramento Business Journal's latest Fastest-Growing 100 Companies. Softmatrix posted two-year revenue growth of 482% to 6.64 million in 2001. The company, which employs 50 people, helps businesses integrate their existing high-tech equipment with up-to-date systems. Started in 1997, Softmatrix at first worked only with Hewlett-Packard Co., but then branched out to other high-tech companies. Last June Softmatrix opened a branch in Bangalore, India. For more, visit their Web site.

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Planning Commission Approves Site for Christian College

The Placer County Planning Commission unanimously approved adaptive re-use of the vacant Herman Miller manufacturing facility in Rocklin for a branch of San Jose

Christian College located on the northeast corner of Hwy 65 and Sunset Blvd., in Roseville. Current buildings at the site, on 156 acres, will be remodeled into classrooms, library, offices, dorms, performing arts theater, gym, playing fields and other student facilities. Roger Edrington, executive vice president at the college, says escrow on the property should close in April, and renovations should start in July. If all goes as planned, he said, the college will open in the fall of 2004. Initially, 400 students will attend the new Rocklin branch, but the project is approved for up to 1200 students. For more, visit the San Jose Christian College Web site or contact Professor Edrington.

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Beermann's Roadhouse to Occupy Old Colfax Site

David Rosenaur, owner of the Horseshoe Bar Grill in Loomis, is teaming up with the owner of Dingus McGee's in Colfax, Denny Friedig, to open a new bar and roadhouse restaurant at the former site of McGee's, which has been closed for almost two years. The roadhouse will be called Beermann's Roadhouse, taking its name from the Lincoln restaurant Rosenaur also owns, Beermann's Brew Pub. The 9,000-square-foot roadhouse will feature a large banquet room, bar and an upscale menu. Rosenaur hopes to open the renovated roadhouse in August 2003. For more, visit the Sacramento Business Journal Web site or contact Rosenaur at (916) 652-8800, ext. 102.

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Latitudes -- An Improved, Award-Winning Restaurant

For two years in a row, in 2001 and 2002, Latitudes Restaurant has been named "Best Restaurant" by Sacramento magazine. The honor is a readers' choice dining award presented annually. Latitudes, located in a stately Victorian at 130 Maple Street in Auburn, has become known for its multicultural and vegetarian cuisine. Owners Pat and Pete Enochs call their establishment a "World Kitchen." In 2001, the Enochs also received a regional award, "Small Business Person of the Year" from the Sierra College Small Business Development Center. Over several years, the Enochs have been an ongoing SBDC client, taking SBDC classes in food service safety, management and finance, all of which they say, have helped them improve their business. For more, visit their Web site or contact the Enochs. For more about the Small Business Development Center, visit their Web site.

World Trade Center Plans March Mission to China

A trade mission to China, one of many sponsored by the Northern California World Trade Center, is scheduled for March 24 - April 4, 2003. Participants will establish business relations and learn more about Chinese business culture in visits to Beijing, Jinan, Qingdao and Shanghai. They will meet with high-level government officials and private business leaders, trade representatives, factory managers, as well as potential business partners. They will have opportunities to present their products and services to potential customers and make connections in China's emerging market. A pre-trip information meeting on "Doing Business in China," will acquaint participants with the Chinese business environment. For more, visit the Northern California World Trade Center Web site or contact Brooks Ohlson at (916) 447-9827 or by email.

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Placer County Visitors Council Names New Tourism Director

Cynthia Haynes, a 20-year resident of Auburn, has been named as the Placer County Visitors Council's new Tourism Director. As director, Haynes will take over tourism promotion activities for Placer County and the new California Welcome Center, in Auburn. Haynes has worked in governmental relations for PG&E and, lately, in Lodi as the City of Lodi community promotions coordinator. The Council is made up of representatives from eight chambers of commerce and from various other sectors of the county. For more, visit the Placer County Visitor Information Web page or contact Cynthia Haynes.

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Artist Doug Van Howd Profiled in Perspectives Magazine

Internationally known wildlife artist Doug Van Howd, who has a studio and gallery in Auburn, was profiled in the January-February 2003 issue of Perspectives, the Arts

Council of Placer County's bi-monthly arts magazine. Van Howd's studio, the article notes, includes Sierra Sculpture, a working foundry with a staff of 14, and a newly built 25,000-square-foot studio and gallery now open to the public. The facility, a work in progress, will soon include an outside sculpture park for families and an inside animal diorama. Van Howd's life-size sculptures of animals and his wildlife paintings are known and collected worldwide. For more on Van Howd, <u>visit his Web site</u>. For a copy of the Perspectives article, call the Arts Council at (530) 885-5670 or request it by email.

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Placer Legacy Sports New Logo

Placer Legacy has a new logo. Designed by Kim Tackett of Tackett-Barbaria Design Group as a contribution to support the Legacy program, the logo is a circular cluster of six gold oak leaves with a white snowflake at the center. "In our design, we were trying to encompass all the different areas of Placer County, from the foothills to the Sierra," said Tackett. "The oak leaf is a good icon. The circle is an image of progress and growth. The center can also be seen as a sun. We felt it was a really positive image for Placer Legacy." Placer Legacy is a county program that seeks to protect Placer's diverse open space and agricultural resources. In doing so, the program will also help maintain the county's high quality of life and promote its economic vitality. For more, visit the Placer Legacy Web page to see the logo.

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Small Business Development Website Expanded

What's the best way to start a new business? What strategies will help a fledgling business grow? What resources are available for new business owners? The Sierra College Small Business Development Center (SBDC) has the answers. The SBDC provides free, confidential, one-on-one counseling and specialized business resources to small business owners or those considering starting new businesses. The newly expanded SBDC website explains the SBDC program and lists SBDC services and training seminars. The site includes dozens of links to business resources and services, such as Business Plans, Small Business Marketing, E-commerce, and International trade, as well as Employee Information, Financial Information, Business Magazines and Books. Business Research alone lists 19 links. For more, visit the Sierra College Small Business Development

Center Web site.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Placer Developer Offers 250 Acres to CSUS

Placer County will be the future home of a California State University Sacramento branch campus, officials announced in February. Eli Broad recently donated to the university 250 acres of his 2,200-acre Placer Ranch development in South Placer. The CSUS Placer branch campus will alleviate enrollment pressure from CSU, Sacramento, which is expected to reach its 35,000-enrollment capacity over the next few years. Still in initial planning stages, the satellite campus is expected to open in 2006 offering upper-division classes only. Construction of the campus would be funded by school bonds said university spokeswoman Ann Reed. For more, visit the Sacramento Business Journal Web site.

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County Economic Development & LAFCO Relocate Offices

Placer County's Office of Economic Development recently moved to new quarters at 11820 Enterprise Drive in Auburn. The move was prompted by asbestos-removal work soon to be started at the office's old home, a two-story building next to the county's administrative center, at 175 Fulweiler Ave. The Placer County Local Agency Formation Commission (LAFCO) also moved from the building to a new office in Auburn at 102 El Dorado St. During renovation, the old building's energy efficiency will be improved, its heating and air conditioning and access for the disabled upgraded; and its interior designed with flexible space to accommodate future expansion. Plans are to finish renovation work by the fall of 2004. For more, call the Office of Economic Development at (530) 889-4016 or visit this map of the new location.

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DoveBid TMG Expands

DoveBid Test and Measurement Group recently expanded from about 20,000 square feet to 30,000 square feet in its current building, located in Stanford Ranch. The company buys, refurbishes and sells electronic test and measurement equipment. DoveBid TMG moved from Mountain View to Roseville about a year ago. Since then, its employee base has grown from 15 to 19. The expansion was prompted by the company's growth and need for more space for inventory, said DoveBid TMG director Mike Megown. DoveBid stocks about 40,000 pieces of equipment, which it refurbishes on order, and ships to customers all over the world. "People are realizing the cost-efficiency of buying reconditioned equipment with short delivery time," Megown said. "We try to give the same quality as manufacturers." For more, visit the DoveBid TMG Web site.

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Twelve Bridges' Future School & Library Receive Award

Placer Holdings, Inc., developers of Twelve Bridges, announced recently that NTD Architects has been honored with a Leroy F. Greene Design Award for the Twelve Bridges Elementary School and City of Lincoln Library. NTD was hired by Twelve Bridges to design the facilities. The award recognizes quality design in California

educational facilities, as well designs that are energy efficient and environmentally responsible. Designed with orchards, an arboretum, and courtyards filled with raised planter beds, Twelve Bridges Elementary School won an Award of Honor in the Project-in-Design category. The library, scheduled to begin construction in 2005, won an Award of Honor in the Specialized Facility Project-In-Design category. It is the first joint-use facility of its kind, to be located on a campus that will also house a new high school and a branch of Sierra Community College. For more, visit the Twelve Bridges Web site. Click on "community" and then "news."

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Foresthill ISP Credits Growth to Personal Touch

Foothill.Net, an Internet service provider located in Foresthill, was started from scratch eight years ago by Rick and Michelle Wagner. The company now has thousands of customers, mainly in its foothills service area, from Foresthill to Sacramento, but also many scattered across the country. The Wagners credit their strong customer base to their personal touch (a live person answers calls), first-class technical support, and top-notch web services, including one of the lowest-priced web hosting packages available. They pride themselves on keeping abreast of the latest advances in technology, and have recently introduced an online general interest magazine, "Gateway to the Universe." Foothill.Net employs about 20 people. For more, visit The Foothill.Net Web site, or the online magazine.

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BBQ Restaurant Opens in Colfax

Barbequed tri tip, pork ribs and chicken are the "Howlin' Good" specialties at Drooling Dog Bar B Q, a new Colfax restaurant opened in January. Owners Doug and Linda Masonwere looking for a kitchen for their BBQ catering business when they decided to set up shop in what used to be the Pink Elephant restaurant. Since their grand opening, locals have been very supportive, Louise said, and since their freeway signs went up, the restaurant is attracting tourists and skiers, too. Open Thursday through Monday, 11 a.m. to 8 p.m., Drooling Dog also offers chili, soup and combo dinners, including the "Deluxe" that serves two to four people: eight ribs, one-half chicken, one-half tri tip with two large sides and rolls or cornbread, for \$38.95. For more, visit the Drooling Dog Web site.

World Trade Center Offers "Doing Business in India" Event

What does India's market have to offer U.S. companies? A Northern California World Trade Center videoconferencing event on Wednesday, April 9, 4 to 6 p.m., will focus in depth on that question. Through a live connection with industry sector specialists in India, participants will discover which market sectors display promising demand for U.S. products and services; discuss market opportunities and ask questions in an interactive open forum, as well as gain cultural insights on cultural do's and don'ts of doing business in India. Deadline to register is April 8. For more, visit the World Trade Center Web site. To register, contact Gina Petroni by email or at (916) 447-9827.

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Perspectives Covers County's Arts

Placer County's rich array of visual and performing arts gains visibility through Perspectives, a bi-monthly black and white magazine that covers arts and artists throughout the county, from the valley to the Sierra. Published by the Arts Council of Placer County, Perspectives includes artist profiles, general arts news and an extensive calendar of events and list of arts classes. Each issue contains a feature on arts activities in the schools and a personal essay on some aspect of the arts. Through its lively content and inclusive spirit, Perspectives is meant to bring the county's feast of arts to one "table" at which all readers, artists and non-artists, can partake and enjoy. The Arts Council is currently seeking an advertiser/underwriter interested in helping to make Perspectives a color publication. Back issues of Perspectives to 2000 are online. For copies of later issues, contact the Arts Council of Placer County by email or at (530) 885-5670.

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Three Honored by Placer County Economic Development

For their role in promoting economic development in Placer County, three people were

honored by the Placer County Economic Development Board. The awards were presented at the 2003 Economic Development Summit held this month in Lincoln. Dr. Lyndell Grey, a retired university professor, received the Community Services Award for successfully leading the effort to restore the Old Fruitvale School, in rural Lincoln. Now the school, built in 1888, is a permanent destination tourist site that promotes agriculture. Brothers Bill and John Falconi, owners of Lincoln Brand Feeds, Inc., received the Private Sector Award for bringing new life to downtown Lincoln by revitalizing the Butterfield Jansen Building, one of the oldest structures in Lincoln. When completed, the building will include more than 100,000 square feet of retail and office space. The restoration and the new space provided have created jobs in the community, a potential for new businesses, as well as increased the city's tax base. For more, see the Placer County news release.

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Recycled Products Focus of Trade Show April 10-11

Showcasing the latest and most innovative recycled-content products, the 4th Annual Recycled Product Trade Show is set for April 10 and 11 at the Sacramento Convention Center. Sponsored by the California Integrated Waste Management Board, the show includes exhibitions, product vendors and expert speakers. At last year's show, held in Anaheim, 150 vendors displayed a great variety of products made from such recycled material as glass, plastic, aluminum, tires, cardboard and steel. The trade show, the largest of its kind in California, is open to anyone, in government or the private sector, who purchases, manufactures, supplies or sells recycled-content products. For more information or to register for the show, visit the Waste Management Board Web site or contact staff at (916) 341-6479.

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New Recycling Loan Program Rate Announced

The Controller's Office recently announced its new interest rate of 2.5%, decreased from 2.9% that will be charged on Recycling Market Development Zone (RMDZ) loans approved by the California Integrated Waste Management Board from February 11, 2003 through June 30, 2003. For more information, contact the Waste Management Board by email, or visit the Waste Management Board Web site.

What's In Your E-mail Newsletter?

In Progress Online (IPOL), our monthly economic development e- mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please <u>send items</u>, <u>questions</u>, <u>comments or suggestions to the Office of Economic Development (OED) by email</u>, or <u>visit the OED Web site</u>. <u>Prior</u> editions of the *In Progress Online* newsletter are available online.

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In Progress Online, April 2003

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County Posts 2003 Economic, Demographic Profile

Detailed economic and demographic information on all parts of Placer County -- the Valley, the Gold Country and the Sierra -- is posted on the county's Web site as a convenience for business owners or those considering relocating to the area. The Placer County Economic and Demographic Profile 2003 was prepared for the county's Office of Economic Development by the Sacramento Regional Research Institute, a joint venture of the California State University and the Sacramento Area Commerce and Trade Organization. To view the 2003 profile in Web, Word of PDF versions, visit the 2003 Economic Development Profile .

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Film Office Unveils Marketing CD

The Placer-Lake Tahoe Film Office has unveiled its new marketing CD, which recently premiered to positive reviews at the Independent Feature Project Film Market in New York. The CD provides producers and location professionals with a convenient source for reviewing location possibilities in Placer County. The new CD also includes a photographic library, along with details on how the film office can expedite shooting on location. For more, visit the Placer-Lake Tahoe Film Office

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Sutter Medical Center Undergoing Expansion

Now underway is an \$11 million expansion of the Sutter Roseville Medical Center's Emergency, Critical Care and Trauma-Neuro Intensive Care units. Hospital officials said the current facilities are not adequate to meet patient loads, and the expansion will almost double the size of those departments. Upgrades of the emergency department will include a 13,300-square-foot addition with expanded helipad areas, more treatment stations, an x-ray and imaging room, as well as a patient tracking system and increased security. The expansion is expected to be completed by September 2003. Expansion funds are being raised by the Sutter Roseville Medical Center Foundation. For more, visit the Roseville Press-Tribune or Sutter Health.

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Roseville Electric Wins State Community Service Award

Roseville Electric recently won the California Municipal Utilities Association's (CMUA) 2003 Community Service Award. This is the second time the city-owned electric utility has won this prestigious award. The award was given this year for the company's 2002 Community Outreach Project, a joint effort by Roseville Electric, Roseville Fire Department, Roseville Environmental Utilities and the Roseville Volunteer Center. The Outreach Project, that took place on two weekends last April, targeted 500 homes in two of Roseville's oldest neighborhoods. Roseville firefighters inspected smoke detectors in the neighborhoods and installed new ones where needed. Community volunteers walked door-to-door distributing energy efficiency information and water conservation retrofit

kits to residents, and many other volunteers and civic groups were involved. The CMUA award is based on the originality and creativity of the program, how well it promotes efficient use of resources, and its benefit to the greater community. For more, visit Roseville Electric and click on Residential Newsletter. For more information about Roseville's volunteer activities, call Lisa Achen at (916) 774-5205.

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Maki Named Auburn Business of the Year

For its many contributions to the community, Maki Heating & Air Conditioning, Inc. was named Auburn Business of the Year at the State of the Community Dinner, held April 11. Cheryl and Randy Maki started the business in 1984 with Randy as its sole employee. Now the company employs 14 full-time year-round employees and seasonal help that can bring the total to 30. Cheryl is well known as a city councilwoman, first elected in 1994 and mayor pro-tem. Among many other contributions, Cheryl helped establish a skate park for Auburn's youth. Randy, a member of 49er Lions and board member of the Contractors Association, does volunteer work for schools, clubs and museums. In particular, he works with Chana High School students in a program that introduces them to the trades. The couple's formula for success is hard work and good service. For more, visit the Auburn Journal or Maki Heating and Air Conditioning, Inc.

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New Auburn TV Firm Offers Alternative to Cable

A New Auburn business is bringing satellite TV technology to the foothills. Satellite Zone, a company that represents Dish Network, has expanded from the Roseville Galleria to an office on Grass Valley Highway. Dan Ganas, general partner, who has been associated with Dish Network for three years, said his company's goal is to provide a better, less expensive alternative to cable and pay television systems. He said that price incentives, service, and picture and sound quality are reasons customers choose to switch. A big selling point, he says, is that satellite can go into places where cable is not available. Satellite Zone's offerings include upgraded packages for HDTV reception, a fast-growing sector of home entertainment. Ganas said his business philosophy is built around customer service. For more, visit the Auburn Journal or Satellite Zone.

World Trade Center Earns Award for Rural Trade Programs

Reaching out to businesses in rural areas has won the Northern California World Trade Center (NCWTC) an award of merit from the California Association for Local Economic Development (CALED). The NCWTC received the recognition for its Central Valley Rural Trade Initiative, a program that educates agricultural business owners in eight Northern California counties on how to sell their products overseas. NCWTC also runs international trade missions and introduces sellers to buyers. One of NCWTC's more unusual efforts has been helping to develop a value-added product from rice, rice syrup, which is in great demand in Korea and other Asian countries. The NCWTC works with growers and manufacturing experts to open this market for California. For more, visit Northern the California World Trade Center or contact Brooks Ohlson.

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Public Relations Firm & Resort Association Win PR Award

For developing and implementing their 2002 Tahoe Big Blue media outreach campaign, Pettit Gilwee Public Relations and Judy Laverty of the North Lake Tahoe Resort Association (NLTRA) recently received top honors, a Gold Award, from the Sacramento Public Relations Association. The honor was part of the association's Cappie Awards, which annually recognizes the Best PR work in Northern California. The Big Blue campaign was launched to promote the first North Shore adventure race. The effort generated news stories in more than a dozen regional media outlets. Pettit Gilwee Public Relations, located in Tahoe City, specializes in the tourism, recreation and hospitality industries. The NLTRA, established in 1996, is the umbrella organization for the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau. For more, visit Pettit Gilwee Public Relations or the North Lake Tahoe Resort Association.

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Feats of Clay Celebrates 16th Year

Lincoln's premier arts event, Feats of Clay, runs through May 25 at the venerable Gladding McBean clay factory. Now in its 16th year, the exhibit brings the best of modern American ceramic art to a month-long show in the 128-year-old terra cotta plant. The world-class, nationally recognized juried competition draws more than a thousand entries from ceramic artists around the country. Only 65 to 75 of the entries were selected for display this year by juror, Joe Mariscal, an acclaimed artist and teacher based in Stockton. Docent-led tours take Feats of Clay visitors through the factory to see all aspects of terra cotta production, a historical photo display and the chosen Feats entries. The exhibit is open Wednesdays through Sundays, 9 a.m. to 12 noon. Admission to the tour is \$5, and reservations are required. For more, visit Lincoln Arts. For reservations, call Lincoln Arts at (916) 645-9713.

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Tech Group Names New Director

Clare Emerson, executive director of American Electronics Association (AeA), the local branch of a national technology trade association, has been named the new executive director of Sacramento Area Regional Technology Alliance (SARTA). She replaces Lew Attardo, who held the post for 10 months. Two-year-old SARTA is a public-private alliance of the Sacramento Metro Chamber of Commerce, the Golden Capital Network and UC Davis through the UC Davis CONNECT program. Its goal is to raise public and private funds to support local tech development. SARTA also gives management and technical assistance to tech-based businesses and entrepreneurs. For more, visit the Sacramento Area Regional Technology Alliance.

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No-Cost Training Available to Placer County Businesses

Training couldn't have come at a better time is what we are hearing from the business community, so the Office of Economic Development is currently recruiting eligible companies to receive, at no cost, training classes for Supervisory Leadership and/or Soldering (Surface Mount) Training. Sierra College instructors offer a wealth of information and construct training to meet the needs of area businesses, using funding from the California State Employment Training Panel (ETP). For further information, contact Pamela Casteel .

What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News .

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In Progress Online May 2003

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In Depth Study Covers Business & Professional Services Industry

Between 1997 and 2001, the Business and Professional Services industry in Placer County grew nearly 43%. Also during that time, employee earnings in the industry grew more than 88%, to over \$1 billion. The industry contributes more than 41,000 jobs and \$3.5 billion in output to Placer County's economy. These are among a dozen key findings of a new easy-to-read study now posted on the county's Office of Economic Development website. Prepared by the Sacramento Regional Research Institute (SRRI), the 32-page, illustrated study defines the industry and enumerates its services, outlines industry trends and covers in depth, the industry's economic impact on the county. To read the study, visit Placer County.

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Luxury Rental Market Surges at North Lake Tahoe

According to the North Lake Tahoe-based real estate agency, Chase International, luxury rentals are booming. Luxury vacation rentals, said Roxie Peyton, an agency director, are 75% higher this year than in 2002 for that period. Luxury rentals, ranging from \$350 to \$3,000 a night, attract people from across the country, but about two out of five renters are from the Bay Area, she said. Peyton expects summer rentals to be almost fully booked by the end of May. Chase International attributes the surge in luxury rentals to effective web marketing catering to savvy online users and a shift in consumer travel to longer stays -- from a few days' stay in Tahoe to two, three or even four weeks at a time. For more, visit Chase International. For a luxury rental press release, contact Pettit Gilwee.

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Roseville Electric Plans Energy Park

Roseville Electric is in the early stages of planning a new energy park that features the latest technology for clean, fuel-efficient power by using conventional and renewable systems. According to the company's website, the City of Roseville is pursuing the Roseville Energy Park to provide stable electric prices with a reliable and environmentally responsible system. The energy park, to be located just northwest of Roseville city limits, will be a state-of-the-art natural gas-fired generation facility that will supply 60% of the community's electricity needs. For power plant cooling and in the power plant steam cycle, the facility will incorporate an on-site zero liquid discharge (ZLD) system so that no process wastewater is discharged off-site. For more, visit Roseville Electric.

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Business Soaring for Aviation Insurance Company

Do space satellites, hot air balloons and private jets need insurance? Of course, says Jeff Fleming, part owner of Falcon Aviation Insurance Agency, which opened in Granite Bay in March. The new agency, the first of its kind in Placer County, is the company's 13th location around the country that provides coverage like auto insurance for aircraft.

Fleming said he's insured hundreds of airplanes, one of the most memorable being the Raven, a famous stunt plane used by aerobatic pilot Wayne Handley. For more, visit Falcon Aviation Insurance or the Granite Bay Press-Tribune.

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Placer County Zoning Maps Now Available Online

The Placer County Public Information Office, working with the Planning Department, has posted a full set of zoning maps on the county's Web site. "We hope members of the public, builders and others interested in Placer County land use will find it convenient to get this important information from the Web site," said Planning Director Fred Yeager. "We wanted to make the maps available online for two reasons, public convenience and cost savings. Every time someone finds this information on the Web site, it saves taxpayer dollars because planning staff can spend time on other projects, rather than looking up zoning information." For those without a computer at home, the information is available at county and other libraries on computers with Internet access. For more, visit the Placer County Press Release.

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Colfax Company Finds Success with Vinyl Products

Factory Direct, which produces vinyl and aluminum home and garden products, has found a strong niche market. The Colfax-based company custom designs patio covers, gazebos, decking, railings, lights, colonial posts and fencing. The products are made of poly-vinyl chloride, which makes them completely maintenance free, said owner Tom Wibberly, and can be used in place of almost anything made of wood or aluminum. Business, direct to customers, is booming, Wibberley said. And he expects a boost in sales after a Factory Direct custom pool cover is featured as part of a winning design on an upcoming episode of Home and Garden Television's "Landscapers' Challenge." For more, visit Factory Direct or the Auburn Journal.

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NorCal World Trade Center Hosts World Trade Month Opener

More than 400 foreign diplomats, trade officials, as well as local business leaders attended the 6th Annual Capital City Consular Corps luncheon in Sacramento on May 1st to open World Trade Month. Foreign officials from more than 70 countries participated, along with representatives from regional exporting and importing businesses. The luncheon, known as the premier international networking event in Northern California, provided guests with a forum to discover and discuss international business opportunities. The event's honored business was the Wilbur Packing Co. of Live Oak, which, working with the NCWTC, has become the 3rd largest California exporter of dried fruit products. The NCWTC, located in Sacramento, is part of a network of more than 500,000 members and 350 centers worldwide that promote international trade. For more, visit the Northern California World Trade Center.

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Science & Nature Centers Offer Education, Entertainment

Area destinations offer fun, interesting environmental and science education for families. One of the most picturesque is Placer Nature Center, located near Auburn on 80 acres tranquil woodland. There, families can explore nature extensive trails and participate in teaching exhibits and the hands-on Discovery Lab. For more, visit <u>Placer Nature Center</u>. For more about other destinations, visit the <u>Auburn Journal</u>.

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North Tahoe Arts Building Renovated, Now Includes Visitors Center

North Tahoe Arts center recently celebrated the grand opening of its newly renovated building at 380 North Lake Blvd. in Tahoe City. Its new neighbor in the building, which is owned by the Tahoe City Public Utility District, is the North Lake Tahoe Resort Association visitor information center. The renovation, funded jointly by all the involved entities, included a complete interior redo, down to wiring and plumbing. The arts center's space has a newly refurbished Artisan Shop and redone galleries upstairs and down. Work on the exterior and landscaping is still going on, in conjunction with the Commons Beach renovation project. North Tahoe Arts, a group of 350 members and 88 volunteers, serves the community with monthly gallery shows (opening the first Friday of each month),

visiting artists' classes and workshops, summer youth art camps, and its signature event, the artists' studio ARTour, held every summer. North Tahoe Arts will host a chamber mixer at the center on June 26. For more, visit North Tahoe Arts.

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Placer County Ag Tour "Where's the Beef?" Set for June 4

A Placer County agricultural tour, set for June 4, 7:30 a.m. to 2:25 p.m., will highlight the county's cattle industry. The tour includes Lincoln High School's Agricultural Department "Farm," the Correia Cattle Ranch, and Wayne Vineyard's Cattle Ranch. Bus space is limited. For more information, contact Mark White at the county's Resource Conservation District at (530) 885-3046, ext. 117. For more about Placer County agriculture, visit Placer GROWN.

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Waste Reduction Awards Applications Now Open

Businesses that have reduced their waste stream can earn recognition through the state's annual Waste Reduction Awards Program (WRAP). Successful applicants receive an award from the State of California and authorization to use the WRAP winner logo. The WRAP 2003 application period will run through June 30, 2003. All businesses and private non-profit organizations with California facilities are encouraged to apply. To apply, visit the <u>California Integrated Waste Management Board</u>.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your

business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Resort Association Creates Strategic Business Plan

To guide its work for the next five years, the North Lake Tahoe Resort Association (NLTRA) has created its first ever Strategic Business Plan. The NLTRA is a public non-profit corporation that serves as an umbrella for the North Lake Tahoe Chamber of Commerce, North Tahoe Visitors & Convention Bureau and Lake Tahoe Central Reservations. The new plan calls for the NLTRA to improve its partnership with Placer County, develop a new marketing plan and improve services to chamber members. The plan, noted NLTRA executive director Steve Teshara, articulates the association's commitment to the highest standards of hospitality and customer service, as well as its goals of economic and environmental stewardship at North Lake Tahoe. For a copy of the NLTRA Business Plan call (530) 581-8727. For more, visit NLTRA.

Economic News Positive at South Placer Business Showcase

The accent was on the positive at the 2003 Roseville Chamber of Commerce-sponsored regional business and community showcase, held in May at the Roseville Sports Complex. About 550 people attended the daylong event, which included exhibit viewing, seminars, presentations, and a guided bus tour that highlighted this year's newest real estate and business developments. All the speakers, from Roseville city manager Craig Robinson to John Thomas, President of the Sacramento Kings and Monarchs, accentuated Roseville's current positive economic situation in their remarks. Roseville mayor Rocky Rockholm noted that focusing on the positive is a theme that reflects the community, its economic diversity and its outlook for the future. A showcase information packet is available for \$20 at the Roseville Chamber at (916) 783-8136. For more, visit the Roseville Press Tribune.

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Rocklin Business Wins International Award

Owners of Rocklin's PostNet, a packaging and worldwide shipping center, recently received a "Pioneer Award" for their development efforts in Northern California. The award was presented to Terrence Sotelo, Tim Sotelo and Tracy Sotelo of Soleto Enterprises, Inc. at the 10th annual convention of PostNet International Franchise Corporation, based in Henderson, NV. Nearly 400 storeowners and franchise representatives attended the event, held in Las Vegas. More than 850 PostNet stores, each independently owned and operated, have been licensed worldwide since 1993. The centers offer dozens of services including private mailbox rental, copying, faxing and passport photos. The Rocklin PostNet store is located at 2230 Sunset Blvd., Suite 330. For more, visit PostNet or the Placer Herald.

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Twelve Bridges Named Year's Master Planned Community

Twelve Bridges, Lincoln's master planned community dedicated to open space, has been awarded "Master Planned Community of the Year" by the Building Industry Association of Superior California (BIA). The award was presented to Placer Holdings, Inc., the developer of Twelve Bridges, at the BIA's annual Major Achievement in Marketing Excellence Awards dinner, held recently. Twelve Bridges also took home awards for best logo, best Web site, best black and white ad less than one-half page, best signage program, best landscape design and best sales pavilion. About half of Twelve Bridges' 3,000 acres are devoted to open and natural space, parks and recreational trails. Home prices in the community start in the mid-\$200,000s. For more, call (916) 408-3691 or visit Twelve Bridges.

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City of London Reps Tour, Film PRePlastics, Inc.

Interested in creating a recycling zone, the City of London recently sent representatives and a BBC film crew to visit PRePlastics, Inc., in Auburn, to tour and film its operation. The entourage included the assistant to London's mayor and members of London-area recycling boards and development agencies. Their purpose in visiting was to create a DVD to be used to entice companies to a section of London being set aside specifically for companies using recycled materials or those turning recycled materials into new products. A maker of custom plastic goods, PRePlastics is noted for its use of recycled materials in its new products, which range from ski racks to satellite parts. The film crew and visitors conducted an informal interview with PRePlastics' CEO Richard Miller, and his son Brian Miller, Director of Operations, and toured the PRePlastics plant. The Millers said their visitors promised to send them a copy of the DVD when it's ready. For more, visit PRePlastics.

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World Trade Center Offers Exporting & Leadership Training

The Northern California World Trade Center is offering the International Business Leadership Certificate Program, a comprehensive program of export-related training seminars and foreign business travel. The training is designed to give business executives and their staff members the knowledge, skills and connections to successfully compete in the global marketplace. Training topics include export documentation requirements, shipping and U.S. Customs, financial tools and methods of payment used in international trade, as well as cultural factors affecting international trade. Certificates are awarded to attendees who complete any five sessions and one field study trade mission. Cost to members is \$500, non-members \$750. To reserve training, call Gina Petroni at (916) 447-9827 or visit the World Trade Center.

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California Welcome Center, Auburn Seeks Volunteers

The Placer County Visitors Council/California Welcome Center, Auburn is calling for volunteers to staff the Placer County State Fair exhibit at the California State Fair, Aug. 15 - September 1. All volunteers must attend a short orientation and agree to work at least one two-hour shift. Volunteers will receive free entry to the fair and a parking pass. As California's newest Welcome Center, the Placer County Visitor Council now partners with the state's Division of Tourism marketing programs to bring tourists to the area. The center offers services specializing in the Roseville, Gold Country and Lake Tahoe areas. Filled with more than 1200 different brochures and maps, and a General Store featuring products and souvenirs of California and Placer County, the Welcome Center, at 13411 Lincoln Way in Auburn, can offer all kinds tourism help to any traveler to the area. For more, visit the Placer County Visitors Council.

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Latitudes Opens Newly Remodeled Bistro

After being closed for remodeling for three months the downstairs bistro in Latitudes restaurant, in Auburn, is now open with a new lighter, nouveau look. Brighter colors, glass-beaded light fixtures, faux painting, and fresh artwork give the bistro a more cozy, casual, and up-to-date atmosphere, says co-owner Pat Enochs. The new bistro menu offers appetizers, light meals, wine flights, beer and desserts as well as regular Latitudes fare, she says. Open Wednesday - Sunday, 4 - 9 p.m. (Friday and Saturday until 11 p.m.) the bistro welcomes an impromptu group of musicians on Sundays after 5 p.m. that entertains patrons with a jam session of Irish music. For more, visit <u>Latitudes</u>.

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Wine & Grape Association Posts Online Newsletter

News of Placer County's association of wine-makers and grape-growers can now be found online in its monthly newsletter. Topped with the group's colorful partridge logo, the newsletter includes a message from the president, list of board members, bylaws, current member concerns, a membership application and a calendar of events. The Placer County Wine & Grape Association, at over 95 members, meets regularly and hosts workshops (such as a Sustainable Agricultural Practices workshop, held in March) and speakers (such as county agricultural commissioner Christine Turner, speaking on the county's spray permit requirements). Members discuss ways to market their products, such as in the Wine and Agriculture Pavilion being built at Auburn's Gold Country Fairgrounds, and otherwise look for ways to promote the county's viticulture industry. For more, go to the Placer County Wine & Grape Association.

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SBA Future Disaster Damage Loans Available

Small business owners may apply for U.S. Small Business Administration Pre-Disaster Mitigation loans to cover the cost of protecting their business property from damages caused by future disasters. Under the loan program, available during fiscal years 2003 and 2004 -- small businesses may borrow up to \$50,000 to protect their property by taking specific measures to prevent -- or mitigate -- disaster damage. Owners could, for example, install roof tie-downs, elevate flood-prone structures, or retrofit their buildings to lessen earthquake damage. The loan interest rate is fixed at 2.953%, with loan terms up to a maximum of 30 years. Current deadline for applications is July 16. For more information or to download an application, visit the Pre-Disaster Mitigation Loan program or call the SBA Sacramento office at (800) 488-5323.

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Sierra College Offers Employee Online Courses

Attention employers: Does your staff need training? If so, Sierra College can help. Employees can update their skills with Sierra College Community Education online courses. More than 200 online courses are available every month. Employees can take classes at their own pace, at home or at the office. About 24 hours of instruction cost an

average of \$69. Topics include Word, Excel, Access, PowerPoint, Troubleshooting, Dream Weaver, Creating Web Pages, Accounting, Marketing, Customer Service and Writing. For complete descriptions, dates and software requirements for the classes, visit Sierra College Community Education. To sign up with a VISA or MasterCard, go to Community Education or call Community Education at (916) 781-0590.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Esurance Expanding in Rocklin

In Rocklin only 14 months, Esurance, an online auto insurance company, is already moving from a 4,000-square-foot space to a 12,000-square-foot space in Placer Corporate Center. The new space has room for 90 employees, and the company, now at 28 employees, expects to fill it in 18 months, said Esurance vice president of operations Scott McCrae. Esurance, based in San Francisco, is a direct-to-consumer auto insurance provider whose product is currently available to drivers in 27 states -- or 80% of the nation's driving population. By automating and streamlining traditional processes, McCrae noted, Esurance can operate at reduced overhead compared to traditional insurance companies, while still performing the key functions of a provider: pricing, underwriting, customer service and claims handling. For more, visit Esurance.

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Dutch Flat Hotel Being Restored as B&B

Tom and Sussy Flanigan, a Bay Area couple who fell in love with the grand old Dutch Flat Hotel, have bought it and are restoring it as a six-room bed & breakfast inn. The Flanigans expect the inn to open in about two years. Until then they will be working with local craftspeople and artists to finish a restoration started 20 years ago and left unfinished by the death of Pfister family members, long-time owners of the hotel. The oldest building in Dutch Flat, the hotel was built in 1852. It survived long after the town's glory days during the Gold Rush, but has been empty for the last two decades. Calling the hotel itself a work of art, the Flanigans plan to add many new artful touches -- a conservatory, a small garden and park, a wall fountain and tile work, and, inside, a new fireplace from locally quarried stone and a handmade cherry wood furniture. A Dutch Flat Hotel Web site is under construction. For more, contact Tom Flanigan.

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Agilent Ships New Device

Agilent Technologies Inc., a high-tech company with operations in Roseville, announced recently that it is now shipping hot-pluggable dense wavelength division multiplexing transceivers. These devices, the Palo Alto Corporation said, are used to send multiple channels of data, voice or video, over a single fiber-optic line. The new transceivers are part of the Agilent Metrak group of fiber-optic transceivers and provide flexibility and ease of design and production for metropolitan area networks. Agilent employs 750 in Roseville and 37,000 worldwide. For more, visit the <u>Sacramento Business Journal</u> or <u>Agilent Technologies Inc.</u>.

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Loomis Startup Considering DPO

Spwipes, the Loomis startup that is marketing a wipe-on sunscreen product, is considering raising money through a direct public stock offering. Unlike the more common IPOs,

DPOs raise money by selling shares directly to a company's client base. The process is cheaper than an IPO. It's also more fair to the general public; anyone -- not just select broker customers -- can participate. A decision on whether to go forward is expected in July, said Spwipes president Peter Oakes. A thousand retail outlets now carry Spwipes products, and the company is anticipating sales of \$5.5 million for the fiscal year ending in March 2004. For more, visit the Spwipes.

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Lincoln Chamber Honors Businesses of the Year

Every year the Lincoln Chamber of Commerce honors three of its members with Business of the Year awards. The appellation is based, among other criteria, on the business's community involvement, chamber involvement and employee education. The winners -- a small, medium and large business -- are chosen by a committee of chamber board members. The 2002 awards, presented at the chamber's 2003 installation dinner, went to Tom Kubicko, representing River City Bank (small business); Mike Lee, representing Placer Holdings (medium-size business); and Mark Kaushagan, representing Del Webb (large business). To see a photo of the Businesses of the Year award winners, visit the Lincoln Chamber scrapbook.

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Foothills Firm Brings High-Tech to the Office

A Newcastle company is bringing the leading edge of communications technology to Placer County. FINEnetworks' Internet Protocol, referred to as IP Office, combines voice and data technology. The company, owned by Auburn businessman Anthony "Max" Frawley, recently entered into a partnership with Avaya, formerly Lucent Technologies, to offer the product locally. Established five years ago, FINEnetworks provides information technology expertise to small and medium-size businesses. Company employees are also proficient in telephone systems. Both skills are needed for the new technology that offers two major features. It ties the phone together with databases so that a customer calling in prompts the system to bring up relevant information and directs the call to the appropriate person. It also offers wireless computer and telephone connections between buildings as far away as five miles. For more, visit the Auburn Journal or FINEnetworks.

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World Trade Center to Offer International Trade Financing Training

The Northern California World Trade Center will soon be offering training in international trade financing. The training session will cover the role of banks and main methods of payment: bills of exchange and letters of credit. It will include information on sources of external funding, insurance and guarantees for exporters. Details on the training are to be announced. To register, contact Gina Petroni at (916) 447-9827 or e-mail Gina. To learn more, visit the World Trade Center.

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Club Cruise Adds Second Placer County Office

Started in Auburn in 1991, Club Cruise recently added a second office in Roseville, at 2999 Douglas Blvd. Office manager Amanda Huber expects the move to increase convenience for local customers who want to meet with their travel advisor in person. The company specializes in helping customers choose cruises that meet their interests and budgets. With a large customer base, Club Cruise is able to secure blocks of cabins on the most popular cruise lines, and so make discounts available to clients. More than 80% of Club Cruise trips are booked with return clients or referrals from clients, Huber said. For more, visit Club Cruise.

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Perspectives Newsmagazine Covers County's Arts

Placer County's rich array of visual and performing arts gains visibility through Perspectives, a bi-monthly newsmagazine that covers arts and artists throughout the region, from the valley to the Sierra. Published by the Arts Council of Placer County, Perspectives includes artist profiles, general arts news, and an extensive calendar of events and list of arts classes. Each issue contains a feature on a local school's arts activities and a personal essay on some aspect of the arts. Through its lively content and inclusive spirit, Perspectives brings the county's feast of arts to all readers, artists and nonartists alike. Visit <u>Perspectives</u> for Nov.-Dec. 2000 online back issues. For copies of later issues, contact the Arts Council of Placer County at (530) 885-5670 or e-mail <u>Arts</u> Council.

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Newcastle Produce Maintains "Fresh" Web Site

Newcastle Produce, a grocery and deli specializing in fresh Placer County-grown fruits and vegetables, updates its colorful, information-filled Web site monthly. The site showcases the fresh produce, made-fresh-daily deli items, custom cakes and gift baskets the store offers. It includes a newsletter, calendar of events and a recipe of the month (June's was the "Best Basil Pesto"). Newcastle Produce is owned and run by a fourth-generation Placer County farming family, whose history and goals for the store are recounted on the Web site. Newcastle Produce is located at 9230 Cypress Street in Downtown Newcastle. For more, visit Newcastle Produce.

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Sierra College to Market Recycling Program

By offering technical help, training and manufacturing demonstrations, Sierra College's Center for Applied Technologies (CACT) works to advance California's economic growth. Sierra College's CACT is one of 15 such centers located at California community colleges. Like the others, Sierra College's CACT works to help small and medium-sized businesses develop their technology and improve workforce skills. One current CACT project at Sierra College is marketing the Recycling Marketing Development Zone (RMDZ) program to Placer County manufacturers, letting them know of the many services and opportunities available through the program. For instance, any Placer County company that uses recycled-content material in their manufacturing processes may qualify under this program and the CACT is letting manufacturers know if they qualify for RMDZ benefits such as low-cost loans and the technical expertise of the California Integrated Waste Management Board (CIWMB). For more, visit the CIWMB or Sierra College's Economic Development Web.

What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Entrepreneur Creates, Patents Fencing Solution

Frustrated with the materials available to fence his new pool, Granite Bay resident Jerry Ponzo created and patented his own solution, an item he calls Ivy Screen. He hopes to offer the product soon in major home improvement warehouses. Ivy Screen is a three-dimensional, 15-gauge welded wire designed as a trellis. The 4 by 8 sections consist of two layers that are about an inch apart, which leaves room for ivy to grow in and fill the open spaces. Ponzo says his product is different from any other because it's guaranteed not to rot or fall apart. Besides being functional, the screen adds depth to a backyard and beauty to the home, he adds. For more, visit the Roseville Press Tribune or Ivy Screen.

Resort Association Hires Membership Services Director

Kelly Brandl-Sparks has accepted the position of North Lake Tahoe Resort Association (NLTRA) director of membership services. As such, she will oversee all aspects of the membership program, visitor information office and the North Lake Tahoe Chamber of Commerce. Brandl-Sparks will also develop and organize training programs and special events. The NLTRA, established in 1996, is the umbrella organization for the North Lake Tahoe Chamber of Commerce and the Tahoe North Visitors and Convention Bureau. NLTRA executive director Steve Teshara noted that Brandl-Sparks brings a strong management and sales background to the newly consolidated position. For more, visit NLTRA or contact Katrina Paz, Account Executive, Pettit Gilwee Public Relations.

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Agilent Links with Brit Company, Announces New Product

Agilent Technologies Inc., which has a branch in Roseville, announced recently an agreement with a British company to jointly develop and promote products that, the two companies say, should cut communications costs. Agilent and Anite Telecoms of Fleet, England, say they will produce "radio frequency protocol and network emulation test solutions" to wireless device manufacturers and network operators worldwide. Agilent also said recently that it and Inter Action Corp., a Japanese public company, are taking orders for "a joint low-cost test solution for CMOS image sensor chips." The chips are used in various items such as camera phones, digital cameras and automotive applications. Shipments are expected to begin in August. About 750 of Agilent's 37,000 workers are employed in Roseville. For more, visit Article 1 Sacramento Business Journal and Article 2 Sacramento Business Journal or visit Agilent.

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Soil Cleanup Firm Entertains Buy-out Offer

In 2002, inventor Jonathan Brewer predicted that his EarthWorks Environmental Inc., in Roseville, would see revenue of \$2 million for

the fiscal year ending Oct. 31, and as much as \$40 million annually in five years. That prediction is on track, Brewer, says, and a Canadian company has recently made an eight-figure offer for EarthWorks, with Brewer staying on board for three years. Brewer has created four machines that do on-site cleaning of soil contaminated by such products as pesticides, motor fuels and other industrial waste. The machines range in price from \$78,000 to \$282,000. They permanently clean out the contaminated soil at 65% of the cost of hauling it off and cleaning it, Brewer says. If the Canadian deal doesn't go through, he notes, EarthWorks will probably sell 8 to 10 machines yet this year. For more, visit the Sacramento Business Journal or EarthWorks Environmental.

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Auburn's Awful Annie's Sandwichery to Open Lincoln Location

Awful Annie's, the landmark restaurant business in Old Town Auburn since the 1970s, is opening a second location in the heart of downtown Lincoln. The original Annie's is housed in a converted 1880s Victorian house, and the Lincoln eatery will be located in the renovated 130-year-old Lincoln Brand Feed Mill. The feed mill is being restored by brothers Bill and John Falconi and converted into shops, restaurants and offices. Owned by Don and Jai Baker, Awful Annie's fuses country kitsch with California cuisine in its breakfast and lunch menu. It should open in Lincoln in September. For more, visit the Sacramento Business Journal or Awful Annie's.

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Foothills Store's Slow Expansion Pays Off

After 60 years of planning, Hills Flat Lumber Company in 2001 finally completed its first expansion, in Colfax, and now, owners say, they might try to expand again in five years. The company was started in Grass Valley in 1921 by the Pardini family and is still run by family members. The new \$3 million store has helped the company keep pace with its recent growth of 20 to 25% a year. Hills Flat now employs more than 120 employees in its two stores. What's helped is the continuing building boom in the region and Hills Flat's expanded services and inventory, including a garden center and an equipment rental center at the new store. Five years until another expansion, jokes part-owner Jeff Pardini, might mean another 60 in "Pardini years." For

more, visit the Sacramento Business Journal or Hills Flat Lumber.

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World Trade Center to Offer Export Documents Course

In September, the Northern California World Trade Center (NCWTC) will offer a detailed, hands-on practical course called Export Documents Explained, intended to give participants a working understanding of how to use export forms. NCWTC representative Gina Petroni points out that as the world comes together as one large marketplace, it becomes ever more important to understand international trade document requirements. This course, she says, focuses on the major documentation requirements that currently affect the movement of goods internationally. The session is eligible for International Business Leadership Certificate Program (IBLCP) credit. Course details to be announced. For more, visit the Northern California World Trade Center or contact Gina Petroni.

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Placer County Museums Rich in History

Filled with historical, gold mining, Native American, and pioneer artifacts, Placer County's many museums offer a wide array of educational, hands-on and living history for everyone from children to seniors. Three of them are located in the county seat, Auburn. Placer County Museum, located on the first floor of the historic 1898 courthouse, presents an overview of the county's history with a unique set of Pleistocene animal remains and the Pate Native American Collection of over 400 items. The Bernhard Museum Complex, on Auburn-Folsom Road, is a restored Victorian home, built in 1851 and an 1874 winery. Placer County's rich mining history is the focus of the Gold Country Museum, located on the Gold Country Fairgrounds. Exhibits include an operational stamp mill model and displays showing the Gold Rush lifestyle. For more, visit Foothills Magazine or visit Placer County Museums.

Puzzle People Respond from the Heart

All the pieces came together at the end of the school year for 40 Colfax Elementary School students who visited The Puzzle People, in Weimar. The specially planned tour of the puzzle factory was a handson experience for the children, who made colorful name signs for themselves and also decorated a Freedom Heart to be sent to U.S. men and women in the military. The Puzzle People has sent about 3,000 such hearts to soldiers since September 11, 2001. The red, white and blue hearts are made by both children and adults -- students, teachers and parents. The Freedom Heart program has been very well received, and people appreciate the opportunity of communicating with soldiers via the hearts, notes owner Pat Smith. For more, visit the Colfax Record or The Puzzle People.

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Gardens of All Kinds Grace the Foothills

Foothills properties provide residents with varied backdrops on which to create colorful, customized landscapes that run the gamut from formal to cottage-style. Each local garden has something special to offer, ranging from manmade water features to American River views. Many yards incorporate giant granite outcroppings in the landscape; some feature patio kitchens, al fresco fireplaces or other outdoor entertainment centers. One unique 3.2-acre parcel in south Auburn is landscaped like a private park, complete with a natural creek, wide pond and cascading waterfall. At the front, the property is rimmed in broad lawns and manicured gardens filled with azaleas, camellias, rhododendrons, roses and climbing clematis. At the back of it lie wide cross-fenced pastures. For more about the foothills' "Gardens of Delight," visit Foothills Magazine.

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Job Fair Set for September 16

Employer table reservations are being accepted for a Placer County Job Fair to be held September 16, 10 a.m. to 3 p.m. at the Gold Country Fairgrounds, in Auburn. The "no fee" registration includes an eight-foot table and chairs. The fair is free to both employers and job seekers. Hosts for the Job Fair are the Business Advantage Network,

Auburn Area Chamber of Commerce, Gold Country Media, and the Placer County Office of Economic Development. Because space is limited, interested businesses are encouraged to call ASAP. Contact Marcy Schmidt at (530) 886-4641 or Cindy Burris at (530) 889-4090. For more, visit Placer County.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Ace Hardware Locates Newest Facility in Placer County

Ace Hardware will locate its newest retail support center in Placer County, near its former facility. After a regional location search, the company decided to locate in South Placer at 3301 Industrial Avenue in the old AT&T building. Ace will use the existing 627,000 square feet and add an additional 400,000 square feet, for a total of over 1 million square feet on the 82-acre site. The new center, expected to open in 2004, will employ 350 people. Its proximity to the former location will allow Ace to retain its 250 employees. Ace will also relocate its Western states training center to the new facility. For more, visit the Sacramento Area Commerce and Trade Organization (SACTO) or Ace Hardware.

East West Makes Wild Goose Green

Aaron Revere has brought conservation and sustainability to a big-time development company. As director of environmental initiatives for East West Partners, a resort real estate developer, Revere spearheaded the sustainable construction of the recently opened Wild Goose restaurant in Tahoe Vista. The lakeside fine dining operation is comprised of materials not often associated with large resort developers: recycled blue jeans for insulation; certified, non-old growth mahogany selectively harvested in Central America; and kitchen tiles made from recycled glass and ceramic, to name just a few. Wild Goose is East West's first project developed according to the rigorous criteria outlined in the U. S. Green Building Council's Leadership in Energy and Environmental Design program. Last month Revere applied for LEED certification as a green builder and expects approval in the fall. For more, visit the Tahoe World or the U.S. Green Building Council or East West Partners.

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Roseville Tech Firms Benefit from Teamwork

R2 Controls, Inc., and Dynesco, Inc., a Roseville tech duo, doubled the size of their shared space to 3,000 square feet last February. Since then, the interdependent tandem has benefited from what Dynesco's president Rich Kirkpatrick calls "an ideal situation for both companies." R2 makes industrial-grade micro controllers, and Dynesco provides contract-manufacturing services. The alliance partner relationship with Dynesco has enabled R2 Controls to offer complete turnkey electronics manufacturing services to its customers that purchase R2's standard and customized controller solutions, said R2 Controls' president Tim Hinchey. Together, the companies employ 15 full and part-time employees as independent contractors and expect to have a combined force of 25 by year-end. Both firms officially began business operations in April 2002. For more, visit R2 Controls, Inc..

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AmeriGas Expands Call Center in Rocklin

AmeriGas Propane Inc., is moving its emergency call center a mile away from its present 3,000-square-foot location on Rocklin Road to a 7,100-square foot space in the Granite Business Park in Rocklin. The move will allow the company to hire about 60 additional employees. AmeriGas, which currently employs 55, will hire about 25 full-timers and 35 part-timers over the next three months, said local operations director Judy Kent. The expansion follows the company's decision to handle all of its customer calls in-house. Last year, the AmeriGas call center, a 24-hour operation, received 200,000 incoming calls; another 70,000 were handled by a third-party call center, Kent said. AmeriGas is the country's largest retail propane vendor. For more, visit AmeriGas Propane Inc. or send an e-mail to Cindy Schaer, Rocklin's economic development manager.

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Tahoe Food & Wine Festival Set for Sept. 26 - 28

Wine will flow and the aroma of toasted chilies, chocolate and wood smoke will fill the air at the 18th Annual Lake Tahoe Autumn Food & Wine Festival, Sept. 26 - 28, at the Resort at Squaw Creek, Squaw Valley. Featuring the tastes of Mexico this year, the festival includes a golf tournament, grape stomp, garlic-peeling contest, wine and cheese tasting, presentations, cooking classes, a celebrity chef dinner, chocolate artistry demonstrations, as well as Culinary Competition and Grand Tasting, which pairs dishes made by 35 of Tahoe's top chefs with premium wines from California's top wineries. The Grand Tasting includes a live wine auction and marketplace. For tickets and reservations, call 800-824-6348 and for more details, visit the North Lake Tahoe Resort Association.

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Dutch Flat Hotel Being Restored as B&B

Tom and Sussy Flanigan, a Bay Area couple who fell in love with the grand Old Dutch Flat Hotel, have bought it and are restoring it as a six-room bed & breakfast inn. The Flanigans hope to have some of the rooms ready to rent in about a year. Until then they will be working with local craftspeople and artists to finish a restoration started 20 years ago. Purchased from the Pfister family, long-time owners of the hotel, is claimed to be oldest building in Dutch Flat, built in 1852. It survived long after the town's glory days during the Gold Rush, but has been empty for the last two decades. Using area artisans, the Flanigans plan to add many new artful touches to the old hotel -- a conservatory, a

small garden and park, a wall fountain and tile work, and, inside, a new fireplace from locally quarried stone, handmade cherry wood furniture, and, perhaps, a music room. To document the restoration's progress, the Flanigans are currently building a Dutch Flat Hotel Web site or visit the Colfax Record.

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Cyprus Economic Advisor Visits Placer County

Engin Ari, an economic advisor from Cyprus, met in Auburn with Placer County economic development specialist Bobbi Park and the county's film office director, Beverly Lewis, in August. Ari was in the U.S. as part of a Cyprus-American Scholarship Program to learn how the relationship between the federal government and the private sector helps create and maintain a healthy business climate. The program included the study of agricultural communities and tourism. Ari intended use his training for the economic betterment of Cyprus. During the program, he also trained in Minnesota and Washington D. C. Ari's visit to the Sacramento Region was arranged by the Northern California World Trade Center (NCWTC.) For more, contact <u>Joe Carbajal, International Trade Specialist</u>, For more about the organization, go to NCWTC.

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California Welcome Center Auburn Building New Web Site

Within 30 days, the California Welcome Center Auburn will have its new, totally reconstructed Web site up and running. Now being designed, the comprehensive site at http://www.visitplacer.com, will include information on Placer County recreation, events, shopping and vacation planning. Maps, relocation information, as well as answers to frequently asked questions will also be provided. Visitors to the site can play a "flash movie" guide to Placer County, download a Placer County Visitor Guide, send a county postcard, or peruse a compilation of the region's Weekend Escapes. A newsletter/calendar of current events, to be updated every week, will be e-mailed to anyone who signs up to receive it. Additions to the new Web site will be ongoing and exciting, said the center's new executive director, Cynthia Haynes. For more, contact Cynthia Haynes or visit the California Welcome Center Auburn.

New Theater Company Opens

Roseville resident Blake Flores had a big idea -- a new theater company. In July, his new theater group, Big Idea Theatre, opened its first production, called "Arts and Leisure," A computer engineer with a passion for theater, Flores started planning Big Idea in December 2002 and incorporated in March of this year. A second production, "Cold Storage," ran in August. Both plays were presented at Roseville's Polish American Hall, but Flores plans to have Big Idea in its own space soon. He also hopes to add acting workshops and children's plays. "We are truly trying to be a community theater," he said. For more, visit the Roseville Press Tribune or Big Idea Theatre.

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Business Community, Wine Group's First Auburn Wine Fest

The first-ever Auburn Wine Festival will be held October 4th from 2 to 5 p.m. in Old Town and Downtown Auburn. Showcasing food and wine, the event pair's local wineries and local restaurants in a cross-town format featuring local retail outlets as venues. Plans call for up to 20 wineries and 15 food vendors to be serving at Auburn merchants' venues. Organized by Auburn's business community and the Placer County Wine & Grape Association, the festival was suggested by Jim Taylor of Mt. Vernon Winery. Tickets are \$30 each and sales limited to 1,000 people. For tickets, call the Green Family Winery at (530) 888-8866. For more information, visit Carpe Vino. For the full story, visit the Auburn Journal.

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Recycling Business Loans Now at 1.9% Interest

Through December 2003, state business recycling loans will be offered at 1.9% interest. Loans approved by the California Integrated Waste Management Board make funds available to recycling-based businesses through the board's Recycling Market Development Zone (RMDZ) Loan Program. The program provides direct loans to eligible businesses that use post consumer or secondary waste materials to manufacture new

products and divert waste from non-hazardous California landfills. Local governments may apply for funds to finance public works infrastructure that directly supports an eligible business. To determine if your company would qualify for an RMDZ loan, contact the <u>Placer County Zone Administrator</u>. For more about the state's R-Team or loan program, contact <u>R-Team</u> or <u>Loan Program</u> or visit <u>RMDZ</u>. Visit Placer County <u>Economic Development</u> for other business assistance programs.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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In Progress Online October 2003

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Granite Bay Italian Restaurant Has Staying Power

Granito's, a small Italian restaurant at the corner of Auburn-Folsom Road and Douglas Boulevard, is nearing its 18th year in business. Specializing in the dishes of Southern Italy, Granito's caters to a loyal clientele that appreciates the fresh-daily food prepared by chef Lester Mestas. The restaurant's menu changes daily, Mestas notes, except for a few signature items such as his popular loaded-with-garlic garlic bread. Otherwise, depending on the day, the menu might include lamb chops, veal alla parmigiana, Alaska wild king salmon or eggplant parmigiana. The restaurant is open from 5 p.m. - 10 p.m., Tuesdays through Saturdays. For more, visit the Press Tribune or call Granito's at (916) 791-4401.

North Tahoe Conference Center Announces Catering/Rental Offer

The North Tahoe Conference Center, in King's Beach, is now offering a "rent free" two-hour business/meal event when booked in conjunction with the conference center's catering service. Standard or custom menus are available by contacting event coordinators. Reservations are taken within a six-week lead time, with a minimum of 15 guests required. Groups of up to 300 can be accommodated. The conference center, a two-hour drive from the Auburn/Roseville area, is located 15 miles off I-80. For reservations call (530) 546-7249 or contact the Conference Center. For more information about lakefront conference services and facilities, visit the North Tahoe Conference Center.

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Federal Technology Center Offers Government Contract Training

The Federal Technology Center (FTC), a not-for-profit organization, trains small businesses in how to successfully compete for government contracts. The center publishes a bi-monthly newsletter, Govlink Review, that details the free upcoming government contracting classes and seminars. The newsletter is also available online. Current FTC classes include Introduction to Federal Contracting, E-Commerce for Government Contracting, Doing Business with General Services Administration and a Negotiation Workshop. The FTC is conducting a Technology Seminar on Feb. 4, 2004. For more information about the Federal Technology Center's free services to small businesses, call (916) 334-9388 or visit FTC.

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Remodeled Historic Loomis Restaurant Opens Doors

The rebuilt Horseshoe Bar Grill, in historic downtown Loomis, has reopened for business. Co-owners David Rosenhaur and Karen Fox said everything is new after a refurbishment that took more than a month of round-the-clock work. Chef David Hill said the restaurant's changes are conducive to the establishment's clientele and high-quality cuisine that features organically grown produce. Bartender Harry Fisher agrees that the grill's facelift now matches the menu. The owners are also remodeling the former Dingus

McGee restaurant in Colfax as The Roadhouse, which is expected to be open before the holidays. For more, visit the Auburn Journal or call the Fox Group at (916) 652-8800.

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Recycling Zone Maps Now Online

Manufacturers considering moving into a Recycling Market Development Zone (RMDZ) can now use interactive GIS maps and a state-of-the-art search feature to determine if a specific address is located within a zone. The RMDZ program, a partnership between local government and the California Integrated Waste Management Board, provides low-interest loans and services to eligible manufacturers. To be eligible for those loans and services, a business must be located in an RMDZ zone and use non-hazardous material diverted from the waste stream in manufacturing its products. To access the new maps, visit the California Integrated Waste Management Board.

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New Wine Business Opens in Colfax

Lee and Laurie Shahin recently celebrated the opening of their new Colfax business, Basement Wines, located at 27 South Main Street, next to the Colfax Theatre. Specializing in Napa-Sonoma and Foothills wines, the couple offers retail wine sales, online wine sales of premium wines, and various wine club memberships. Clubs include the Gold Medal (two bottles of premium California wine each month, \$40), Silver Medal (one bottle of wine a month, \$20), or Custom (members' choice). Basement Wines is open Thurs. - Mon., at 4 p.m. For more, visit the Colfax Record or Basement Wines.

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World Trade Center Plans Trade Mission to Korea

A trade mission to Korea, one of many regularly sponsored by the Northern California World Trade Center (NCWTC), is scheduled for November 12 -14. Participants will attend the NCWTC Asia-Pacific regional meeting and match their company profiles with

more than 90,000 Korean trade businesses. The Korean market offers many joint venture and strategic alliance opportunities, the NCWTC Web site notes, and all sectors of the country are showing export growth. For more information or registration materials, contact Allie Palafox at (916) 447-9827 or visit the Northern California World Trade Center.

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Gift of Computers Enhances Visitor Center Services

Two donated refurbished computers will allow California Welcome Center Auburn to offer travelers free Internet access to obtain maps and tourism information. The computers were donated by Sierra College's Economic Development Division at Roseville Gateway. Sandra Scott, director of that division, and Norm Gifford, facilities specialist there, delivered the computers in person to the visitor center. "We are so grateful," said Welcome Center director Cynthia Haynes. "We want to offer as many services as possible, and this is a step toward that. On the computers, travelers can print out maps and information about hotels, specials and their destinations." For more information about California Welcome Center - Auburn services, call toll free 1-866-752-2371, email the CWC or visit the California Welcome Center Auburn.

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Autumn Art Studios Tour Set for November 8 & 9

More than 80 artists will participate in the 10th Annual Autumn Art Studios Tour, November 8 & 9. The self-guided art adventure takes visitors throughout the bright fall-colored foothills of Western Placer County to artists' studios and group studio settings. On the tour, most kinds of media will on view and available for purchase: oil, watercolor, and acrylic painting, photography, fiber art, jewelry, blown glass, sculpture, clay, ceramics, decorated gourds, mixed media works, hand-dyed textiles, etchings, dyes on silk, cards, silk painting, printmaking, pen & ink, batik, pillows, purses, lampshades, and more. Artists will be on hand at every stop to chat with visitors about their work and techniques. Tickets are \$10 each. Colored tour map/ticket information available in the September/ October Special Issue of Perspectives arts newsmagazine, published by the Arts Council of Placer County. For more information, call the arts council at (530) 885-5670 or visit the Arts Council.

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Lincoln Mandarin Grower Farms Organically

Richard Ferreira, a third generation Placer County resident, grows Satsuma mandarins organically at his 49-acre Side Hill Citrus Farm near Lincoln. There, he tends 2,000 trees grown on 23 acres. The remaining 26 acres are devoted to habitat preservation and restoration. Ferreria farms organically, he says, because he wants to grow fruit without damaging the environment. To enhance the quality of his farm's organic soil, Ferreria uses a Compost Tea Maker, a piece of equipment that "brews" decomposed materials with water. The composted "tea" increases soil activity that helps root development of the trees. The Satsuma mandarin season starts about mid-November and runs through mid-December. Ferreria has no cold storage at Side Hill Farm, so his mandarins are shipped the day after being picked to organic orange markets throughout California. Mountain Mandarin Festival, a celebration of the county's mandarin harvest, will be held November 22 & 23 at the Gold Country Fairgrounds in Auburn. The festival features mandarins and mandarin products, arts and crafts, food and entertainment. For more about Side Hill Citrus Farm, visit the Lincoln News Messenger or visit the Mountain Mandarin Festival or call (916) 663-1918.

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Placer County, Sierra College Open Business Resource Center in South Placer

The Office of Economic Development's business division, the "Business Advantage Network" (BAN), has teamed with Sierra College to open a new business resource center in Roseville. The partnership establishes a direct link to local businesses to provide help with any of their training needs. If a business faces out-of-state competition, for instance, funding may be available to help train employees in Leadership, Supervision, Business Automation or even soldering. At no cost to businesses, BAN can also provide help in recruiting, downsizing, finding resources and referring. The new office is located at the Roseville Gateway Sierra College Campus, 333 Sunrise Ave. To learn more about this training partnership, contact Pamela Casteel or call (530) 886-4641. For more about the Business Advantage Network, visit BAN.

What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Beale AFB Making Improvements, Hiring

Beale Air Force Base, 20 miles north of Placer County, is undergoing major renovations and planning to hire more than 100 civilian workers. In April 2003, Beale opened a new \$4.1 million water treatment plant, and construction is now in progress on a new \$9 million, 41,000-square-foot communications squadron building designed to support communications advances well into the 21st century. The arrival of Global Hawk, an unmanned reconnaissance plane, tentatively scheduled for March of 2004, prompted construction of a new \$3.6 million dining hall. Beale has also renovated existing training facilities, added administrative space, remodeled three aircraft hangers, and demolished nine hangers, creating more aircraft parking space. Civilian jobs are opening now in aircraft maintenance, communications, personnel, and transportation and supply, said Beale's Public Affairs officer, TSgt. James Brabenec. Job announcements and requirements are posted online, and applicants can apply online. Interviewing and hiring

will run from November through February 2004. Interested applicants can receive assistance through their local One Stop Career Centers or call the Beale Human Resource office at (530) 634-2255. Job information is posted at the AFPC and USAJOBS.

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East West Partners' "Green" Efforts Pay Off

East West Partners' Wild Goose restaurant, in Tahoe Vista, is taking part in an innovative program to support wind energy by purchasing "Green Tags," or renewable energy credits. The Green Tags, purchased through the Bonneville Environmental Foundation, will eliminate more than 552,000 pounds of greenhouse emissions -- primarily carbon dioxide -- from the environment, according to the Environmental Protection Agency. That's equivalent to keeping about 48 cars off the road for one year, or planting 75 acres of trees, said Aaron Revere, East West Partners' director of environmental initiatives. Also, thanks to a new recycling effort by another North Tahoe business, Coyote Moon Golf Course's waste disposal costs have plummeted, proving, Revere said, that being environmentally responsible saves money. East West Partners is a family of related but independent companies devoted to building, selling, managing, and supporting high-quality real estate in their communities while vigorously protecting the natural environment. For more, visit East West Partners and for more about the Green Tag program, visit the Bonneville Environmental Foundation.

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CustomerLink Systems Raises \$3.2 Million

Roseville-based CustomerLink Systems, which provides management services to the automotive service and repair industry, announced recently it had raised \$3.2 million to complete its B-Series funding round. The funding provides "new capital for continued development and expansion of the business," CustomerLink said in a press release. Lead investors are Akers Capital of Fair Oaks and Holden Capital and 5280 Partners, both of Denver. All three-investment groups were among those who contributed \$4 million in funding for CustomerLink in 2001 and an initial \$2 million for startup in March 2000. "With 2003's revenues on track to double those of 2002, and this funding, we are well positioned to expand our product and service offerings and accelerate market penetration," said CustomerLink's president and CEO Walt Samuelson. For more, visit

CustomerLink Systems or the Sacramento Business Journal.

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Rocklin Chef Practices Artistry with Produce

Artwork made of carrots, turnips, and bell peppers represents hours of concentration and care by owner and chef Ting Hui "David" Chiao of Soo Yuan Restaurant, on Granite Drive in Rocklin. Born in Taiwan, Chiao moved to Rocklin with his wife Michelle and 12-year-old daughter Vivian six months ago after he bought the restaurant. Self-taught, Chiao has been carving fruit and vegetables into life-like images for 17 years. Chiao said he was not aware of it, but he has actually been honing Kae-Sa-Luk, the unique Thai art of carving produce into intricate shapes. In 1346, the royal family of Thailand commissioned artists to craft dishes that pleased both the eye and the palate. Unfamiliar with the art and its history, the patient food designer has spent countless hours perfecting his personal technique. Customers receive the benefit of Chiao's creations since he uses the dining tables in his restaurant as his art gallery. For more, visit the Placer Herald.

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Lincoln Hosts Chevy Commercial

For two days in September, a national commercial for a Chevy Silverado truck was shot in the city of Lincoln. The producers, Plum Productions, hired local people to work as crewmembers and extras and bought much of what was needed for the shoot locally. For its 55-member crew, the company also booked more than 170 room nights in Placer County. The shoot, on historic Fifth Street, featured several storefronts dressed to look like cafes, hardware stores, and tackle shops. Lincoln was chosen from among eight western U.S. locations considered for the commercial. For more about filming of commercials and movies in Placer County, visit the <u>Placer-Lake Tahoe Film Office</u> or contact film office director <u>Beverly Lewis</u>.

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PRePlastics Develops New Product Line

PRePlastics, Inc., a custom-plastic-products maker based in Auburn, has developed a new product line called PReTuf. One PReTuf grade has recently been included in a customer's patent application for a new product. The new product is expected to double PRePlastics' annual sales volume while allowing the company to use an additional 300 tons annually of recycled plastics, said PRePlastics CEO Richard Miller. Sales growth for 2003 stands at 25%, and projected growth for 2004 is 50%, he added. PRePlastics, Inc. has developed a way of enhancing recycled plastics so that the plastics can compete mechanically with prime engineering resins, Miller said. PRePlastics first started molding parts from recycled plastics in 1988. By 2002, the company was using 180 tons of reprocessed materials a year in its innovative products. PRePlastics has recently been awarded a Recycling Market Development Zone (RMDZ) loan of \$510,000. For more, visit PRePlastics.

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California Chamber to Host International Business Holiday Mixer

On December 10, 5 - 7 p.m., the California Chamber of Commerce will host the Fifth Annual International Business Holiday Mixer, in the Renaissance Building, California Room, 1215 K Street, Sacramento. The location provides a bird's eye view of downtown Sacramento, and the mixer gives attendees the opportunity to network with members of Northern California's international business community. Fine wines and tasty appetizers, from some of the region's best wineries and caterers, will be served. At the event, the Northern California World Trade Center will present international leadership certificates to graduates of the NCWTC International Business Leadership Program. Deadline to register for the mixer is December 9. To register or to donate a raffle prize, contact Cyndi Miller, International Trade Specialist. Visit the Northern California World Trade Center for more about the mixer.

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Annual One Root Festival Celebrates Diversity

Traditional Polynesian dancing was one of many highlights at the annual One Root Festival, held in September at Roseville's Royer Park. The family event celebrated the area's cultural diversity through arts and crafts, food, music, and dance. Attendees listened

to the sounds of reggae, bluegrass, African, Cuban, and Japanese folk music; watched martial arts and taiko drumming demonstrations; visited vendors selling arts and crafts, clothing, and delicacies such as Creole gumbo, Filipino lumpia, and Greek gyros. Founded in 1999 by Sahib and Doris Hassan, the festival is meant to "bring out the flavors" of the various cultures, to foster an understanding of people's differences and commonalities. "When we all come together," said Sahib, "we are building the path to the realization that we are just one people." For more, visit One Root Festival or the Roseville Press Tribune.

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Nicholson Blown Glass To Open Studio for Holidays

Artists Rick and Janet Nicholson, of nationally recognized Nicholson Blown Glass, will open their studio to the public for demonstrations during their 22nd Annual Holiday Open Studio held November 28, 29, 30 and December 5, 6, 7, 12, 13, 14, 19, 20, 21. Open studio hours are Fri.-Sat., 10 a.m. - 4 p.m.; Sun. 12 - 4 p.m. The Nicholsons are also among 80 artists who participated in the Autumn Art Studios Tour, November 8 & 9. The Autumn Tour represented a wide variety of visual media in studios and studio settings throughout western Placer County. For more, visit the Arts Council of Placer County and visit Nicholson Blown Glass.

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Area Wine-Making Sees Big Growth

Placer County's grape-growing and wine-making industry is growing exponentially, statistics released by the Placer County Department of Agriculture indicate. The department's agricultural crop report shows the amount of grape-growing land increased last year to 130 acres from 40 acres a year earlier. At the same time, the value of the county's grape crop jumped from \$81,000 to \$417,000. A total of 390 tons of grapes were produced, compared to 60 tons in 2001. There are now five wineries and more than a dozen vineyards in Placer County. For more, visit the Auburn Journal. For more about the Placer County Wine & Grape Association, visit the PCWAG.

Placer County, Sierra College Open Business Resource Center

The Office of Economic Development's business division, the "Business Advantage Network," has teamed with Sierra College to open a new business resource center in Roseville. The partnership establishes a direct link to local businesses and provides help with any training needs. If a business faces out-of-state competition, for instance, funding may be available to help train employees in Leadership, Supervision, Business Automation, or even soldering skills. Other services provided at no cost to businesses include help in recruiting, downsizing, finding resources, and referring. The new office is located at the Roseville Gateway Sierra College Campus, 333 Sunrise Ave. To see how your company can take advantage of this training partnership, e-mail Marcy Schmidt or call (530) 886-4641.

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In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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Placer County Tops Nation in Job Growth

A new U.S. Department of Labor report gives Placer County a No. 1 rating in the nation for employment growth. The report, which compares employment statistics from the nation's 315 largest counties, found that Placer County led the nation with a 4.9% increase in jobs from March 2002 to March 2003. There were 123,000 people employed by the end of the first quarter this year. The report, released by the Department of Labor's Bureau of Labor Statistics, sheds light on Placer County's recent resiliency in an eroding nationwide job market. Nationally, the job market suffered a 0.3% decline during the same period. For more, visit the Roseville Press-Tribune.

East West Partners Wins 2003 WRAP of the Year Award

East West Partners at Tahoe was recognized this month as one of 10 California businesses to receive a Waste Reduction Awards Program (WRAP) of the Year award from the state. Each year the California Integrated Waste Management Board recognizes businesses that have made outstanding efforts to reduce waste and send less garbage to landfills, thereby serving as waste management models to their industries. East West was one of more than 2,100 applicants for the 2003 awards. A resort developer that is creating a club family called Tahoe Mountain Resorts, East West has achieved successful and unique waste reduction and recycling activities at its Coyote Moon golf course, Wild Goose restaurant, general office operations, and in the planning of Old Greenwood and Northstar Ski Village. From May 2002 to May 2003, East West successfully diverted an estimated 12.5 tons of material from landfills, efforts that saved the company thousands of dollars. For more, visit the California Integrated Waste Management Board or East West Partners.

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Sierra Logic Locks Up \$15 Million in VC Cash in "Up Round"

Sierra Logic, a two-year-old Roseville chip design company, has received \$15 million in venture funding in an "up round," meaning J.P. Morgan and other backers paid more for their shares than investors did in earlier rounds that raised \$17 million. This third round of funding brings the total raised by Sierra Logic to \$32.2 million. Industry experts say the company is playing in a fledgling but potentially multibillion-dollar market -- low-cost data storage devices used by large corporations. These storage units, known as RAID systems (redundant array of independent disks), each about the size of a large refrigerator, are crammed with rows of expensive disk drives. But a new generation of RAID systems would use much less expensive disks. Sierra Logic chips are designed to control these budget disks and help give them the reliability of the more traditional, costly disks. The company employs 50 people. For more, visit the Sacramento Bee or Sierra Logic.

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Private College to Open in Rocklin Next Fall

William Jessup University, the first private college in the Greater Sacramento area, will

open in Rocklin next fall. Located in the old 150-acre Herman Miller Furniture Plant, the university, formerly San Jose Christian College, is already instructing students in its degree completion program. Accredited through the Western Association of Schools and Colleges, the university will be a legitimate option for both high school graduates and Sierra College transfers seeking a bachelor's degree. After its transformation, the William Jessup campus, at 333 Sunset Blvd., near Hwy. 65, will include an academic center, a gymnasium and activities center, as well as a three-building residential dormitory and swimming pool. That much will fill only 30 acres of the site, leaving plenty of room for the university's expected growth from 400 students at the former campus to 1,200 students in the next four years. For more, visit the Placer Herald or William Jessup University.

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Business Park Planned for Lincoln

Developer Angelo Tsakopoulos is laying the groundwork for the biggest commercial real estate project south Placer County has seen so far. A 176-acre business park at the edge of Lincoln could cost about \$300 million to build and hold two million square feet of offices and retail space, probably including a new medical complex. Catholic Healthcare West, which owns Mercy hospitals, is moving ahead with plans for a medical campus at the site, sources say. The venture would go on part of 279 acres that Tsakopoulos's AKT Development Corp. is trying to annex to Lincoln, said city planning director Rod Campbell. The total development would be twice the size of the Galleria mall in Roseville, and could generate about \$3 million a year in property taxes for the city, Placer County and local schools. The project's draft environmental impact report will probably be published in January 2004 and public hearings would follow. For more, visit the Sacramento Business Journal.

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Ceronix's Bright Idea Honored

North Auburn's Ceronix has won a major regional award for outstanding corporate citizenship. The world's leading monitor maker for gaming and other businesses, Ceronix, and principal owner Don Whitaker recently received the 2003 Comstock's Business Magazine Vanguard Award for Good Corporate Citizenship. Ceronix was honored for its efforts to preserve and enhance the environment. The company is covering the 1.5-acre surface of its headquarters with solar photovoltaic panels that produce electricity on sunny

and even overcast days while dramatically reducing the business's fuel bills. The installation of rooftop cells has brought a shift from a \$16,000 energy bill in July to a \$6,000 credit in October. The cells produced power that was back-filled into the power grid. In receiving the John P. Carlson Vanguard Award for enhancing the Sacramento region's quality of life, Ceronix was also sited as a company that makes good business decisions. For more, visit the Auburn Journal or Ceronix.

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Northern California World Trade Center Benefits Businesses

A company in Northern California had been exporting building materials to Japan but wanted to expand to other international markets. Instead of hiring brokers in each targeted country, company officials joined the Sacramento-based Northern California World Trade Center (NCWTC), a move that has netted prospects of business in Egypt, said Steve Ellinwood, Building Materials Distributors president. On a trade mission to Egypt last November, Ellinwood met with Egyptian businesspeople and is negotiating with two entities about exporting products. For the past three years the NCWTC has been helping Northern California businesses strike such deals around the world. The center coordinates trade missions, hosts foreign trade delegations, sponsors seminars and informal meetings, and acts as a consultant for local companies wanting to do business globally. In 1997, with a federal grant, an alliance of nine private and public organizations in the Sacramento area brought a franchise in to heighten awareness of international trade opportunities. NCWTC is now a public-private partnership, including Placer County with 130 members and a client base of 1,400 companies. For more, visit the Northern California World Trade Center.

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Loomis Eggplant Festival Draws Big Crowds

Loomis's 16th Annual Eggplant Festival, held in October, drew hundreds of eggplant lovers and eggplant initiates who were treated to an eggplant souvenir stand and other merchant booths, Tae Kwon Do demonstrations, an Eggplant Alley of children's activities, a Foothill Organic Growers booth, as well as cooking contests featuring celebrity chef Tyler Florence of the Food Network's television show. Visitors went home with, among other things, recipes, eggplant sculptures, eggplant scarves, eggplant dishes,

egg-carton starter plants, purple and green bead necklaces, and, of course, boxes of beautiful purple -- and known in the Japanese culture as lucky -- eggplants themselves. For more, visit the Placer Herald.

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"Painter of Light" Greets Fans at Galleria

Thomas Kinkade, known as "The Painter of Light," visited the Ivy Gate Gallery at Roseville's Galleria Mall in October to speak to an admiring crowd and sign select portraits purchased that day. Kinkade shared personal stories of both heartache and happiness that have inspired him. He spoke of his desire to share a message of hope to all who come into contact with his art. During the presentation, Kinkade unveiled his latest work, "City by the Bay: Fisherman's Wharf," the newest addition to his San Francisco series. Inspired by the works of Vincent Van Gough, Kinkade has painted the legendary artist into his new work, seated in a 1957 Studebaker. In the painting, he also included a small self-portrait on a trolley car. During his visit, Kinkade answered questions from the audience, greeted fans and signed autographs. For more, visit the Placer Herald.

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Clos Du Lac Community Maintains Vineyard

Tucked in the hills near Loomis, the picturesque Clos Du Lac gated community rests on a full-production vineyard. Designed with old-world Mediterranean charm, the village consists of nearly 90 luxury homes scattered over 13 acres of vineyards. Twenty acres of common area include ponds, olive groves and nature trails. Most homeowners have traded traditional front yards for their own beautifully landscaped vineyards. The community grows cabernet franc, petite syrah and petite bordeaux grapes. Homeowners hope the vineyards will one day reap a profit. Vineyard committee chair Kevin Stevenson works with vineyard consultants and the companies that do most of the maintenance work. He also manages the sale of grapes to wineries like Mt. Vernon in Auburn and Vinum Cellars in Napa. Stevenson has educated himself about the grape-growing and winemaking business, and is teaching other community residents what he knows. Recently he choreographed Clos Du Lac's first volunteer pruning event. For more, visit the Placer Herald.

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SBA Military Reservist Loans Still Available

The U.S. Small Business Administration says small businesses with essential employees who are called to active military duty may still apply for Military Reservist Economic Injury Disaster Loans. For the last two years, the loan program has provided loans to small businesses to cover operating costs that cannot be met due to the loss of a key employee who is called to active duty in the reserves or National Guard. Small businesses may apply for disaster loans of up to \$1.5 million if they have been financially impacted by the loss of the employee. The loans may be used to pay certain operating expenses. The loans cannot be used to refinance debt or expand the business. The current interest rate is 3.1%, with a maximum term of 30 years. The SBA determines the amount of economic injury, the term of each loan, and the payment amount based on the borrower's financial circumstances. The filing period to apply for the program ends 90 days after the date the employee is discharged from active duty. For more, visit the Sacramento Business Journal or the U.S. Small Business Administration.

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In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development (OED) or visit the OED Web site. For past In Progress Online newsletters, go to Placer County Biz News.

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